The Fifth Estate

RADIO TELEVISION CABLE SAT

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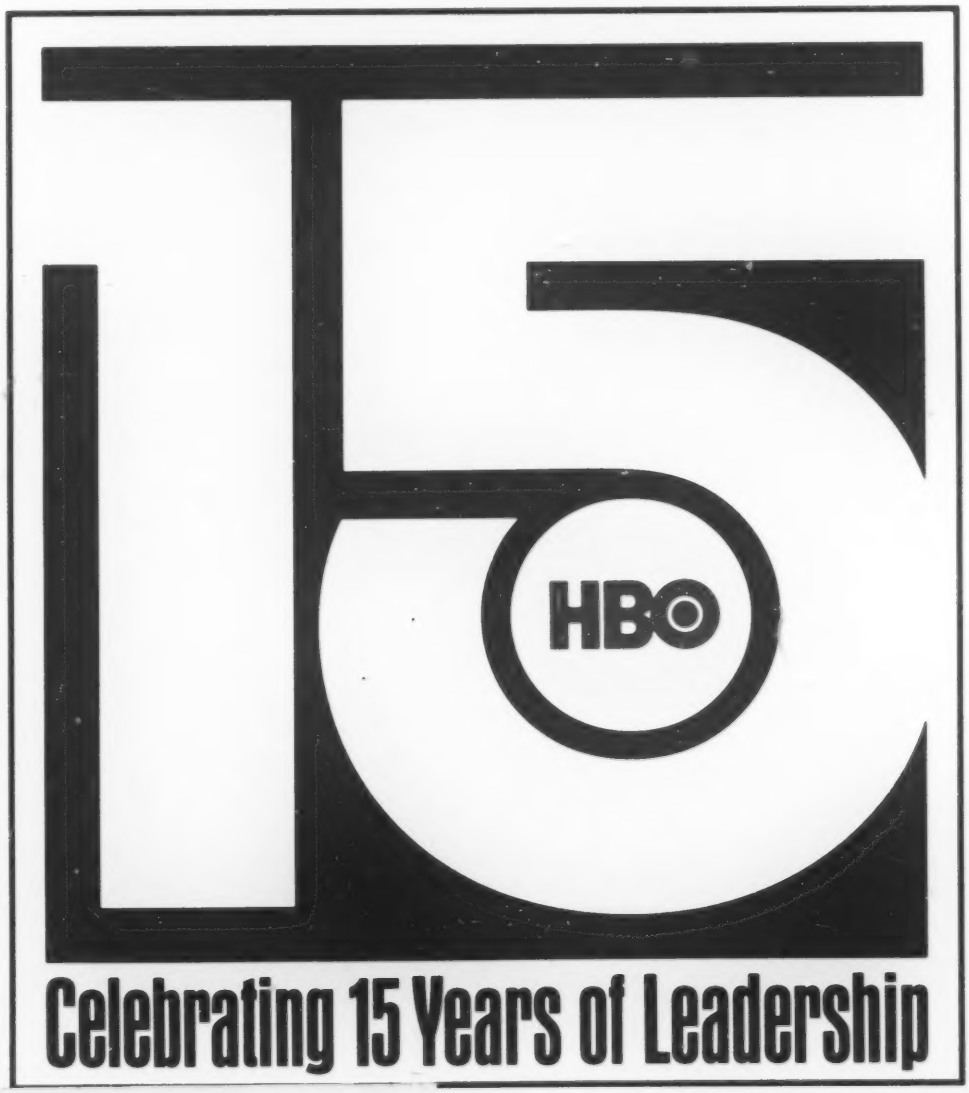

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WORLD OF TV PROGRAMING

Vol. 113 No. 15

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Open Mike

Stereo fan

EDITOR: With reference to your Sept. 7 article, "Keeping the (Kahn) faith," it is terribly hard to believe that many of America's finest broadcasters continue to broadcast in an AM stereo mode that can be received only by those of us in the industry who own long-discontinued, mostly Sony multimode portable and auto receivers. First, to shatter the myths about 85% maximum modulation, our station, with 1 kw days and 320 w nights, is aggressively processed with two stages of multiband limiting and clipping plus the transmitter "enhancer" clipper, and we're doing 99% negative and 124% positive at all times with no loss of receiver stereo decoding or audible increase in distortion. We sound like FM.

The technical comparisons, however, are wholly irrelevant when one considers the over 10 million C-Quam-only auto receivers in the hands of those consumers to whom we are targeting our product. Essentially no radio users can hear the separation and fidelity of Kahn AM stations; in fact, here in New Haven-Meriden Conn., market number 78, WNNR is the *only* local station receivable in stereo by any radio consumer although there are numerous, well-operated Kahn stations in the state and penetrating from New York City; the listener hears these in mono, and the stereo indicator does not light.

For AM to survive, along with excellence in programing, marketing, sales and promotion, all AM broadcasters must install C-Quam transmission equipment and NRSC-standard low-pass filter and preemphasis (WNNR was first in New England to adopt those standards).

Let's stop the irrelevant technical rhetoric and serve the public with the de facto standard already established. AM stereo sounds great; NRSC makes it sound even better. C-Quam separation is nearly unlimited, and there's no loss of mono or stereo loudness. Broadcasters are the only ones who can make the receiver manufacturers provide high quality reception and get AM's nearer to parity with FM's. *Pete Salant president and general manager, WNNR(AM) Hamden, Conn.*

More commercial concerns

EDITOR: I am writing to express the concern of our organization over the growing commercialization of children's television and to voice our support for Action for Children's Television's petition for the FCC to reimpose limitations on commercials in children's programing.

As the largest organization of early childhood educators in the country, we are very much involved in attempting to insure that educational practices and materials be appropriate to the developmental level of young children's thinking and feeling. Young children are really not able to recognize commercials that are embedded in regular programing and thus may be unduly influenced by such programing. The fact that commercials are not embedded in programing for adults makes it very clear that adults can make this discrimination and will not put up with commercials diguised as stories. Children should not be exposed to sales practices that are inappropriate at all age levels.—*David Elkind, president, National Association for the Education of Young Children, Washington.*

Sounding off on AM

EDITOR: I have a few comments regarding the NRSC AM standard which I have yet to see anywhere else:

We propose to establish a standard, uniform audio processing curve for AM broadcast, to make it more competitive with FM broadcast. We make it voluntary (at one time I asked [the NAB's] Mike Rau if he thought the FCC should ever get directly involved and make it mandatory, he said no) and wonder why the broadcast world hasn't totally converted in the first year. Has anyone stopped to consider how many of the roughly 4,000 FM stations' actual processing curves deviate from the FM 75 microsecond standard by less than 3 db? There are a tremendous number of parametric, graphic, and dynamic multiband "equalizers" out there doing their thing at this very moment on the FM band. So much for the FM standard.

Audio processing for broadcast has in recent years become something akin to seasoning food to taste and I, for one, don't intend to change the flavor of my radio station. My station is a music-oriented AM in a top 50 market and has been number one in 20 of the last 23 Arbitron rating periods (12—plus share, 6 a.m.-12 p.m., Monday-Sunday) operating in the face of the same format class C FM competition. We do use audio band limiting (12.5 khz) and frequency shaping and have transmitted in C-Quam AM stereo for roughly three years (and in Harris stereo before that).

We ran the NRSC standard for 48 hours and took it out. In my opinion, the NRSC curve comes up too late with insufficient effect in the midrange area. It sounds rather dull on narrowband radios and strident on broadband receivers (or equally dull if you push in the 75 microsecond receiver eq).

To win on AM in the strong face of competition, you need a good product with some meat to it, seasoned with the proper technical spices; and you need to make it readily available, with a strong signal, to your entire area whenever your audience may want or need it—that's 24 hour service and coverage. People can't be loyal to a station they can't hear.—*Al Kenyon, chief engineer, WDAF(AM) Kansas City, Mo.*

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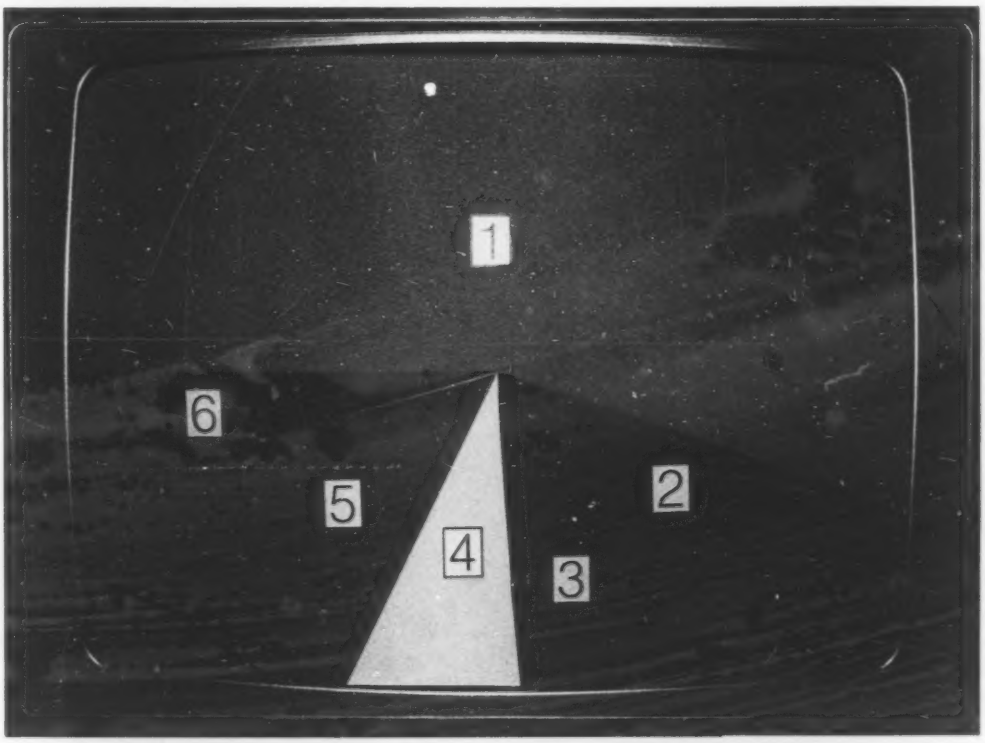
Special Report

Six pieces of the programing pie. This is a BROADCASTING depiction of how the television screen was divided among six major television media in July 1987, as measured by the Nielsen Television Index: [1] network affiliates 58%, [2] basic cable 12%, [3] superstations 7%, [4] pay TV 7%, [5] independent television 16%, [6] PBS 4%. Percentages total more than 100% because some viewing of superstations—all also independents—is attributed to both categories.



Television's shifting balance of power

Cable's gain is networks' loss as audience finds alternative media choices increasingly attractive. July cost ABC, CBS and NBC another 8%, and there's a danger that those and other lost viewers will never come back. The upshot: keen interest in the new kid on the media block and intensified effort to get conventional programing back on the track. The bottom line for this special report: that programing leadership is up for grabs.

NBC Entertainment President Brandon Tartikoff publicly chided CBS and ABC last summer for essentially playing dead when it came to their summer prime time schedules. He asserted that aggressive, innovative counterprograming is necessary for summer schedules. Absent that approach, he predicted that summer viewers would defect from the networks, and might not return in the fall.

Part of Tartikoff's prediction has already come true; summer network viewing levels dropped to an unprecedented low. A.C. Nielsen data for July showed that network affiliates accounted for only 58% of all viewing, down 8% from the comparable 1986 figure. Nielsen's peoplemeter (NPM) numbers for this past July showed a similar reading—that network affiliates accounted for 57% of all viewing.

In cable homes, the Nielsen data showed that total viewing of network affiliates for July fell below 50%. According to Niel-

Dividing the shares of TV viewing by dayparts

July 1987 compared with (July 1986)
First line contains NTI numbers, second is Nielsen peoplemeter

	Day-time	Early fringe	Prime time	Late fringe		Day-time	Early fringe	Prime time	Late fringe
Affiliates	60 (67) 58 (65)	63 (66) 59 (62)	61 (66) 61 (65)	59 (65) 58 (61)	**Pay**	5 (4) 6 (5)	4 (3) 4 (4)	7 (6) 7 (8)	9 (8) 10 (10)
Independents	16 (15) 17 (16)	16 (18) 18 (19)	15 (15) 17 (15)	16 (18) 18 (18)	**Superstations**	6 (7) 6 (7)	7 (8) 7 (8)	7 (7) 6 (7)	6 (6) 7 (7)
Basic cable	12 (8) 13 (8)	12 (8) 12 (8)	11 (8) 10 (8)	10 (7) 10 (7)	**PBS**	5 (3) 4 (3)	4 (3) 3 (3)	5 (4) 5 (4)	4 (3) 4 (3)

sen's now terminated audimeter/diary sample (the old NTI), which was the measurement standard of record in July, network affiliate viewing in cable homes accounted for 46% of all viewing, down 12%.

The NPM co[illegible] which went into use in September, brought worse news for network viewing, showing that affiliates accounted for only 45% of total viewing in cable homes. At this point it appears that peoplemeter numbers may prove kinder to cable and independent stations throughout the programing day, at the expense of the three networks.

Moreover, cable penetration reached 50% of all U.S. television households in July, according to Robert Alter, president of the Cabletelevision Advertising Bureau. He also noted that 80% of cable subscribers now have cable systems with 36 channels or more.

"Now that cable is at 50% penetration, every share point that shifts is significant," Alter said, adding that basic and pay cable had a combined 42% share of total television viewing this summer. It will be difficult for the networks to win back the viewers they've lost, he said.

This reality has not been lost on others, such as CBS. That's one reason it created a separate, much-expanded marketing department, headed by David Poltrack, to increase advertiser awareness of the benefits of network television advertising in the face of mounting competition from alternative media. "The major objective is to develop primary demand for the [television] medium," Poltrack said. "The secondary objective," he continued, "is to differentiate network television from all other forms of television."

Poltrack does not argue that the networks continue to lose audience share. To him, the crucial question is one of efficiency. The so-called "alternative" media are not really alternatives but are supplements to network advertising for the national television advertiser, he said. And buying those supplements is more expensive on a cost-per-thousand basis, he added.

Poltrack also maintained that no new competitor has emerged to share control of the national television advertising marketplace with the three broadcast networks. "The question then is whether the audience value received is commensurate with the increased amount of money being spent or if you had the same environment today as you did five years ago, would the efficiency be the same?" said Poltrack.

To Poltrack, that is an open question. There is little debate, however, about the fact that over the past five years, cable and independent television have carved significant niches that have appealed to many advertisers. Moreover, it appears that the networks will find little solace in the peoplemeter numbers, which so far have shown an even greater trend toward viewing of alternative media.

Take prime time (8-11 p.m.) for example. In July, the combined share of network affiliates in prime time dropped 7% to a 61, according to NPM. Viewing of independents was up 13%. Viewing of basic and pay cable combined was flat at about a 23 share.

In early fringe (4:30-7:30 p.m.), an important daypart for independents, the peoplemeter also appears to help those stations. Independents registered an NPM share of 18, 12% better than the old NTI rating for the same period. Network affiliates' share of viewing dropped 6% to a 59, while cable was flat with a 23 share.

In daytime (10 a.m.-4:30 p.m.), the peoplemeter also appears to favor independents at the expense of network affiliates, while cable appears essentially flat. The affiliates as a group had an NPM share of 58%, compared to an NTI share of 60. Independents had an NPM share of 17% compared to an NTI share of 16%. Advertiser-supported cable picked up the other point dropped by the affiliates, registering an 11 NPM share compared to a 10 NTI share. Viewing of pay cable and superstations was down slightly in the daypart, according to NPM.

The early fringe peoplemeter numbers are viewed as a good omen for the independents, according to Susan Rynn, director of research for the Association of Independent Television Stations. "The indies tend to be on a par, if not exceeding any individual network," she said. "We like what we see," she said, and INTV believes that the peoplemeter "is giving people a much clearer picture of what the relationship [among the different media is] and the strength of independents."

Within the cable television universe, on a total-day basis, cable's share of viewing (basic and pay combined) in July was a 43, just two share points below the 45 share registered by network affiliates, according to NPM. In cable homes, viewing of pay and advertiser supported cable almost doubled in July over the same month in 1986, while superstations gained two share points.

With network and cable viewing levels so close within the cable universe, it would seem only a matter of time before cable viewing surpasses network affiliates, at least on a total-day basis. CAB is projecting that cable penetration will reach at least 60% of television households by 1991. "It could go past that," Alter said. "The marketing is much more sophisticated than it was and cable companies are packaging and selling with an aim toward better retention of subscribers." Perhaps as important, he said, is that the cable industry is using much more effective tune-in advertising to promote itself. "The industry used to dare people to find out what was on cable," he said.

Within the cable universe, cable viewing in prime time averaged a 40 share of audience, just 10 share points behind the

network affiliate share in July, according to NPM. In daytime, the total cable viewing share comes even closer, with a 41, just six share points behind viewing of network affiliates. In late night, there was only a three share point difference between viewing of cable and network affiliates.

Another viewing alternative that has captured the imagination of the consumer is the videocassette recorder. Nielsen reports that as of July 1987, VCR penetration was almost 51% of the U.S. television household universe. While penetration is relatively high, viewing has lagged behind, and tends to taper off once the novelty of the VCR has worn off. According to Poltrack, VCR usage in prime time accounts for between 2% and 2.5% of total television viewing, although that figure rises to as high as 5% on Saturday nights, the highest VCR usage night of the week.

Among the three networks, the peoplemeter has also affected the standings in a number of dayparts. In the early morning, under the old NTI system, NBC's *Today* led the race by about a full rating point over ABC's *Good Morning America* and by about two rating points over CBS's *The Morning Program*. But NPM has become the great leveler in the morning race, putting *Today* and *GMA* in a dead heat for first place with a 4.2/21 (as of Sept. 27). *The Morning Program* lagged behind with a 2/10.

In daytime, the tables have been reversed for CBS, which had the lead in the household race under the old NTI system. Under the new measurement system, the first week of the new season showed that CBS and ABC switched places, with ABC averaging a 6/23, followed by CBS with a 4.9/20 and NBC with a 4.3/17. However, in daytime, ABC retained the lead in the important demographic of women 18-49.

In the evening news race, the peoplemeter handed back to *CBS Evening News with Dan Rather* the lead the program held for more than five years before *NBC Nightly News with Tom Brokaw* moved into first place late last year. *Rather* fell to third place under the old measurement system this summer. But the peoplemeter has resurrected the program. For the week ending Oct. 4, *Rather* finished first with an 11.2/23, followed by *Brokaw* with a 10.1/21, and *World News Tonight with Peter Jennings* with a 9.6/20.

In prime time, there was a narrowing of the gap between second-place CBS (14.6/25) and third-place ABC (14.3/25), while NBC led with a 16.4/25. That was according to NPM. AGB also put NBC in first place (16.5/28), but measured ABC and CBS tied with a 13.7/23. In week two, NBC increased its lead to last season's levels, according to NPM, with a 17.4/29, while CBS put a little more distance between itself (13.2/22) and ABC (12.8/21). AGB's second week prime time numbers were not available at deadline.

In late night, the pattern has not been affected by the switch to peoplemeters. NBC and *The Tonight Show Starring Johnny Carson* remain in first, while ABC's *Nightline* has a solid grasp on second place and CBS is third with a mix of original and repeat series.

On Saturday mornings, NBC retains the lead with CBS and ABC a close second and third, respectively.

Mix of network shows changes

More series called 'warmedies' and 'dramedies' could appear with move to greater originality in programs

Fox's Tracey Ullman

ABC's Hooperman

CBS's Frank's Place

NBC's L.A. Law

When producer Jay Tarses set out to do a half-hour comedy/drama about a somewhat unstable 35-year-old woman at a crossroads in her life, he suspected NBC would be reluctant to support such a series. Much to his surprise network programing executives did not put up much of a fight—at least not until Tarses returned with the completed pilot of *The Days and Nights of Molly Dodd*.

"NBC wasn't necessarily in favor of a show like *Molly Dodd*," Tarses said. "It's a strange show and it has dark corners to it. It's not traditional and it doesn't wrap up every week. It was a tough sell."

NBC executives finally yielded, Tarses recalled, after they noticed some moments in *Molly Dodd* "that were just wonderful television." After a limited run in the late spring and early summer, the Academy of Television Arts and Sciences nominated it for two Emmys. The network ordered 13 more episodes for mid-season, but with a request for more comedy.

Tarses had an easier time at ABC, which he said was in greater need of quality programing than NBC and more willing to take chances. ABC has committed to *The Slap Maxwell Story* from Tarses, a program about a somewhat unstable 50-year-old man at a crossroads in his life. The network also ordered *Hooperman*, a show that follows the personal and professional life of a San Francisco police detective, from Steven Bochco and Terry Louise Fisher. CBS jumped on the bandwagon with *Frank's Place*, which centers on a New Orleans restaurant, from Hugh Wilson. And more series known by such names as "warmedies" and "dramedies" could appear later as midseason replacements.

It is an encouraging sign for producers such as Tarses, whose previous attempt at off-beat humor was the critically acclaimed but short-lived series, *Buffalo Bill*. "I just think this might be the start of an insidious trend in television programing," he said.

David Salzman, a member of the office of the president of Lorimar-Telepictures, which produces *Molly Dodd*, *Max Headroom*, and *Slap Maxwell*, says the move toward more originality in half-hour and hour shows means "you are seeing fundmanetal changes, most of which will be long lasting."

According to Salzman, Lorimar has seven-and-a-half hours of programing on network schedules this fall, plus an additional 25 development deals in place with them. He said the mix of conventional and "leading edge" programs is about 50-50. "Two years ago it would have been 100% conventional," he said.

The changes have been spurred by a number of factors including peoplemeters, increased competition for original programing from newcomers such as Fox Broadcasting Co., pay and basic cable services, and declining network audience shares, Salzman said. He believes the networks are willing to air programs that get 20 to 25 shares. Three years ago, a series had little chance if it fell below a 35 share. "I think it's forcing them to take a bolder, different approach as opposed to a safer and more derivative approach," he said.

Like the three major networks, Fox Broadcasting Co. has discovered that originality works. FBC has relied on concepts that are "about 10 degrees off" what the networks do, said Garth Ancier, senior vice president of programing at Fox. "Where we

Week two goes to NBC

The second week of the prime time season, ended Oct. 4, went to NBC, according to the Nielsen peoplemeter ratings for households. NBC took the week with a 17.4 rating and a 29 share. CBS came in second with a 13.2/22 and ABC closed with a 12.8/21.

The AGB household ratings for week two put NBC on top with a 16.7/29. CBS ran second with a 13.5/23, while ABC had a 12.5/21. (These AGB averages are based on calcuations made by BROADCASTING.)

In the evening news race, CBS took the week with an 11.2/23. NBC came in second with a 10.1/21. ABC had a 9.6/20.

NBC won three days for prime time in week two, Monday, Thursday and Saturday. CBS and ABC both won two nights apiece; CBS took Friday and Sunday. ABC took Tuesday and Wednesday.

Included below are ratings breakouts for the top 10 shows for men and women, aged 18-49. The Nielsen breakouts are based on calculations included in a report from ABC. The AGB breakouts come directly from AGB Television Research.

For men 18-49, ABC's *Moonlighting* ranked first on both AGB and Nielsen. Nielsen men put the same network's *Growing Pains* second, while AGB men placed the ABC show seventh.

Moonlighting came in first among both AGB and Nielsen women, too. Women surveyed by both services put the same programs into the top-five slots for week two (see charts below), but parted company slightly on the ranking of ABC's *Who's the Boss?* and NBC's *Golden Girls*.

Nielsen

Rank	Show	Network	Rating/Share
1.	Bill Cosby Show	NBC	29.8/49
2.	A Different World	NBC	28.2/45
3.	Growing Pains	ABC	26.5/41
4.	Cheers	NBC	26.1/41
5.	Moonlighting	ABC	25.9/40
6.	Golden Girls	NBC	24.4/44
7.	Who's the Boss?	ABC	24.0/39
8.	Tonight Show 25th Anniv.	NBC	238./39
9.	Murder, She Wrote	CBS	22.8/34
10.	Family Ties	NBC	20.9/32
11.	60 Minutes	CBS	20.7/34
12.	ALF	NBC	20.3/32
13.	NBC Monday Night Movies	NBC	20.2/32
14.	Amen	NBC	18.7/34
15.	Valerie's Family	NBC	18.6/28
16.	My Two Dads	NBC	18.6/28
17.	NBC Sunday Night Movie	NBC	18.1/29
18.	227	NBC	17.6/32
19.	Hooperman	ABC	17.5/28
20.	CBS Sunday Movie	CBS	17.5/29
21.	Dolly	ABC	17.3/26
22.	Head of the Class	ABC	17.1/28
23.	Dallas	CBS	17.0/30
24.	Hunter	NBC	17.0/34
25.	Thirtysomething	ABC	16.7/30
26.	Perfect Strangers	ABC	16.3/28
27.	Matlock	NBC	15.9/25
28.	Miami Vice	NBC	15.9/28
29.	Designing Women	CBS	15.8/24
30.	Facts of Life	NBC	15.4/29
31.	Dynasty	ABC	15.2/26
32.	Newhart	CBS	15.2/23
33.	Falcon Crest	CBS	15.1/28
34.	Slap Maxwell Story	ABC	14.9/24
35.	Magnum, P.I.	CBS	14.9/24
36.	J.J. Starbuck	NBC	14.9/23
37.	Knots Landing	CBS	14.8/25
38.	Crime Story	NBC	14.2/26
39.	St. Elsewhere	NBC	14.1/24
40.	Beauty and the Beast	CBS	14.0/26
41.	Equalizer	CBS	14.0/24
42.	Monday Night Movie	ABC	13.7/22
43.	Cagney & Lacey	CBS	13.6/23
44.	Highway to Heaven	NBC	13.5/23
45.	Kate & Allie	CBS	13.0/20
46.	Our House	NBC	12.4/21
47.	MacGyver	ABC	12.2/19
48.	Frank's Place	CBS	12.2/20
49.	A Year in the Life	NBC	12.0/19
50.	Private Eye	NBC	11.9/22
51.	Buck James	ABC	11.6/19
52.	Wiseguy	CBS	11.5/18
53.	Oldest Rookie	CBS	10.8/18
54.	20/20	ABC	10.7/20
55.	Spenser: For Hire	ABC	10.6/16
56.	Tour of Duty	CBS	10.3/17
57.	Disney Sunday Movie	ABC	10.2/18
58.	Hotel	ABC	9.6/19
59.	Jake and the Fatman	CBS	9.6/15
60.	Rags to Riches	NBC	9.6/18
61.	Full House	ABC	9.5/18
62	I Married Dora	ABC	9.4/17
63.	ABC Thursday Night Movie	ABC	9.4/15
64.	Law and Harry McGraw	CBS	9.4/17
65.	O'Hara	ABC	8.5/15
66.	Charmings	ABC	8.4/14
67.	Sledge Hammer!	ABC	7.9/13
68.	My Sister Sam	CBS	7.3/14
69.	Everything's Relative	CBS	7.2/13
70.	West 57th	CBS	6.9/14
71.	Max Headroom	ABC	6.4/11
72.	Leg Work	CBS	6.0/11
73.	Once a Hero	ABC	4.6/9

AGB

Rank	Show	Network	Rating/Share
1.	Cosby Show	ABC	27.1/47
2.	Different World	NBC	25.4/42
3.	Golden Girls	NBC	24.6/43
4.	Cheers	NBC	24.2/40
5.	Growing Pains	ABC	22.8/36
6.	Moonlighting	ABC	22.3/35
7.	Tonight Show 25th Anniv.	NBC	21.8/37
8.	Dallas	CBS	20.6/36
9.	Who's the Boss?	ABC	20.4/34
10.	Family Ties	NBC	20.2/35
11.	Murder, She Wrote	CBS	19.7/33
12.	Amen	NBC	19.4/35
13.	ALF	NBC	19.2/32
14.	60 Minutes	CBS	19.0/36
15.	227	NBC	18.9/35
16.	Newhart	CBS	18.6/29
17.	My Two Dads	NBC	18.2/31
18.	Dolly	ABC	18.1/31
19.	Falcon Crest	CBS	17.6/33
20.	Designing Women	CBS	17.4/27
21.	Hunter	NBC	17.4/34
22.	Valerie's Family	NBC	16.9/27
23.	Sunday Night at the Movies	NBC	16.2/29
24.	Facts of Life	NBC	16.1/30
25.	CBS Sunday Night Movie	CBS	16.0/30
26.	Miami Vice	NBC	15.7/27
27.	Kate & Allie	CBS	15.4/24
28.	Hooperman	ABC	15.4/26
29.	Highway to Heaven	NBC	15.2/26
30.	Monday Night at the Movies	NBC	15.1/25
31.	Beauty and the Beast	CBS	14.9/27
32.	Our House	NBC	14.8/30
33.	Thirtysomething	ABC	14.7/28
34.	Magnum, P.I.	CBS	14.3/24
35.	Head of the Class	ABC	14.3/24
36.	Matlock	NBC	13.9/23
37.	Cagney & Lacey	CBS	13.5/23
38.	Frank's Place	CBS	13.4/22
39.	Buck James	ABC	13.0/25
40.	Slap Maxwell Story	ABC	12.7/21
41.	Perfect Strangers	ABC	12.7/22
42.	Knots Landing	CBS	12.5/22
43.	St. Elsewhere	NBC	12.5/22
44.	Equalizer	CBS	12.4/22
45.	Dynasty	ABC	12.4/22
46.	Rags to Riches	NBC	12.2/22
47.	Oldest Rookie	CBS	11.6/20
48.	Monday Night at the Movie	ABC	11.5/19
49.	A Year in the Life	NBC	11.4/19
50.	Wiseguy	CBS	11.3/19
51.	J.J. Starbuck	NBC	11.3/18
52.	Private Eye	NBC	11.1/20
53.	MacGyver	ABC	10.9/18
54.	I Married Dora	ABC	10.4/18
55.	Tour of Duty	CBS	10.3/17
56.	Full House	ABC	10.1/19
57.	20/20	ABC	10.1/19
58.	Law and Harry McGraw	CBS	10.0/19
59.	Disney Sunday Movie	ABC	9.2/18
60.	Jake and the Fatman	CBS	8.9/14
61.	Spenser: For Hire	ABC	8.6/15
62.	Hotel	ABC	8.6/17
63.	Everything's Relative	CBS	8.6/16
64.	Leg Work	CBS	8.3/15
65.	My Sister Sam	CBS	8.0/15
66.	Crime Story	NBC	7.9/15
67.	Charmings	ABC	7.8/13
68.	West 57th	CBS	7.6/15
69	ABC Thursday Night Movie	ABC	7.5/13
70.	Sledge Hammer!	ABC	7.3/13
71.	O'Hara	ABC	7.0/12
72.	Max Headroom	ABC	6.2/11
73.	Once a Hero	ABC	4.1/8

Nielsen men

1.	Moonlighting	ABC	18.3
2.	Growing Pains	ABC	16.7
3.	Cheers	NBC	16.2
4.	Tonight Show 25th Anniv.	NBC	15.7
5.	Family Ties	NBC	14.6
6.	Monday Night Movie	ABC	13.7
7.	Who's the Boss?	ABC	13.7
8.	Different World	NBC	13.4
9.	Bill Cosby	NBC	13.4
10.	My Two Dads	NBC	12.9

AGB men

1.	Moonlighting	ABC	13.2
2.	Cheers	NBC	12.4
3.	Tonight Show 25th Anniv.	NBC	11.5
4.	Cosby Show	NBC	11.1
5.	Different World	NBC	11.0
6.	Dolly	ABC	10.2
7.	Growing Pains	ABC	10.1
8.	ALF	NBC	10.0
9.	60 Minutes	CBS	9.9
10.	Family Ties	NBC	9.7

Nielsen women

1.	Moonlighting	ABC	23.6
2.	Different World	NBC	23.0
3.	Bill Cosby Show	NBC	22.6
4.	Growing Pains	ABC	21.8
5.	Cheers	NBC	21.6
6.	Family Ties	NBC	20.0
7.	Who's the Boss?	ABC	19.2
8.	My Two Dads	NBC	17.9
9.	Tonight Show 25th Anniversary	NBC	17.2
10.	Golden Girls	NBC	16.7

AGB women

1.	Moonlighting	ABC	20.7
2.	Different World	NBC	18.4
3.	Bill Cosby Show	NBC	18.2
4.	Growing Pains	ABC	18.0
5.	Cheers	NBC	16.5
6.	Who's the Boss?	ABC	15.9
7.	Golden Girls	NBC	15.7
8.	Family Ties	NBC	15.4
9.	Tonight Show 25th Anniv.	NBC	15.3
10.	ALF	NBC	15.0

sional football team. It bought station for $9.5 million ("Changing Hands," March 4, 1985). Buyer is owned by Thomas Embrescia, Larry Pollock and Tom Wilson. It also owns WUPW(TV) Toledo, Ohio. Action Sept. 28.

■ KNFB(FM) Nowata, Okla. (94.3 mhz; 1.7 kw; HAAT: 400 ft.)—Granted assignment of license from William R. Williams to Moran Broadcasting Co. for $50,000. Seller is trustee in bankruptcy and has no other broadcast interests. Buyer is owned by Richard J. Moran. It also owns KQKX(AM)-KCIZ(FM) Springdale, Ark.; KWON(AM), Bartlesville, Okla.; KJNE(FM), Hillsboro, KGTM(AM), KNIN-FM, Wichita Falls, all Texas. Action Sept. 17.

■ WBRR(FM) Bradford, Pa. (98.3 mhz; 933 w; HAAT: 539 ft.)—Granted assignment of license from Donald J. Fredeen to Radio Station WESB Inc. for $21,000. Seller has no other broadcast interests. Buyer is owned by Thomas R. Bromeley, Mary Ann Satherwaite, Charlotte E. Anderson and Joyce E. Test. It also owns WESB(AM) Bradford, Pa. Action Sept. 17.

■ WATP(AM)-WKXS(FM) Marion, S.C. (AM: 1430 khz; 1 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 512 ft.)—Granted assignment of license from Winfas of South Carolina Inc. to Marion Christian Radio Inc. for $450,000. Seller is group of two AM's and four FM's principally owned by W.S. Foster. Buyer is Norfolk, Va.-based group of 14 AM's and five FM's owned by Levi E. Willis. Action Sept. 24.

■ WHRP(AM) Portland, Tenn. (1270 khz; 1 kw-D)—Granted assignment of license from Portland Broadcasting Inc. to Lindsey Christian Broadcasting Co. for $25,000 cash and $168,000 assumption of liabilities. Seller is owned by Bob Hudson, William Goad and his wife, Ann. It also owns WBDX(AM) White Bluff, Tenn. Buyer is owned by Rudy A. Lindsey and his wife, Faye. It also owns WWGM(AM) Nashville. Action Sept. 16.

■ KORQ-AM-FM Abilene and KLSF(FM) Amarillo, both Texas (KORQ: 1340 khz; 1 kw-U; KORQ-FM: 100.7 mhz; 100 kw; HAAT: 1,260 ft.; KLSF: 96.9 mhz; 100 kw; HAAT: 599 ft.)—Granted assignment of license from Adams-Shelton Communications to Bakcor Broadcasting Inc. for $5.2 million. Seller is Amarillo, Tex.-based group of two AM's and four FM's owned by Keith Adams and James D. Shelton. Buyer is Lubbock, Tex.-based group of two AM's and two FM's owned by George Backe and seven others. Action Sept. 22.

■ KIKN(AM) Pharr, Tex. (840 khz; 5 kw-D; 1 kw-N)—Dismissed transfer of control of Bixby Great Electric Radio Co. to John A. Parry for assumption of liabilities. Seller is owned by Michael T. Reichert and Charles A. Whatley and Parry. It also has interest in KUHL(AM)-KXFM(FM) Santa Maria, Calif., and KTXF(FM) Brownsville, Tex. Action Sept. 15.

New Stations

Applications

AM's

■ Sun City-Youngstown, Ariz.—Larry L. Cummings seeks 1100 khz; 50 kw-D; 1 kw-N. Address: 5019 E. Crestview Dr., Paradise Valley, Ariz. 85253. Principal has no other broadcast interests. Filed Sept. 29.

■ Peoria, Ariz.—Family Stations seeks 650 khz; 5 kw-D, 1 kw-N. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is nonprofit group of five AM's, 14 FM's, one TV and CP's for 11 other new FM's. It is headed by Harold Camping. Filed Sept. 29.

■ Carson City, Nev.—Sundance Radio Corp. seeks 750 khz; 10 kw-U. Address: P.O. Box 700, Folsom, Calif. 95630. Principal is owned by D.C. Williams, who has no other broadcast interests. Filed Sept. 29.

■ Las Vegas—Family Stations Inc. seeks 650 khz; 2.5 kw-D; 1 kw-N. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is nonprofit group of five AM's, 14 FM's, one TV and CP's for 11 other new FM's. It is headed by Harold Camping. Filed Sept. 29.

■ Las Vegas—Don H. Barden seeks 1100 khz; 50 kw-D, 1 kw-N. Address: 18240 Fairway Dr., Detroit 48221. Principal has no other broadcast interests. Filed Sept. 29.

■ Greensboro, N.C.—Triad Network Inc. 1470 khz; 5 kw-D, 3.5 kw-N. Address: 1108 Grecade St., 27408. Principal is owned by Walter C. Cockerham who has no other broadcast interests. Filed Sept. 28.

FM's

■ San Luis Obispo, Calif.—California Radio Group seeks 97.1 mhz; 11.89 kw; HAAT: 180 m. Address: P.O. Box 12933, 93406. Principal is owned by Nancy C. Hart. It has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—San Luis Obispo Limited Partnership seeks 97.1 mhz; 1.6 kw; HAAT: 387 m. Address: Gillis Canyon Rd., Cholame, Calif. 93431. Principal is owned by Linda C. Powell, who has no other broadcast interests. Filed Sept. 24.

■ San Luis Obispo, Calif.—U.S. Media Co. seeks 97.1 mhz; 18 kw; HAAT: 116 m. Address: 2131 Shoreline, Dr., Shell Beach, Calif. 93449. Principal is owned by Nick J. Mileti, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Playa Del Sol Broadcasters seeks 97.1 mhz; 892 w; HAAT: 493 m. Address: 1425 River Park Dr., Suite 201, Sacramento, Calif. 95815. Principal is owned by Edward R. Stolz, who also owns KWOD(AM) Sacramento and KRCK(AM) Burbank, both California, and is applicant for new FM's in Desert Hot Springs, Calif., and Tucson and new TV in Caldwell, Idaho and Citrus Heights, Calif. Filed Sept. 22.

■ San Luis Obispo, Calif.—James and Claudia Harden, a Partnership seeks 97.1 mhz; 1.122 kw; HAAT: 444 m. Address: 4132 Birchwood Ave., Seal Branch, Calif. 90740. Principal is owned by James Harden and his wife, Claudia, who have no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Donald E. And Judith M. Pummill seek 97.1 mhz; 3.21 kw; HAAT: 278 m. Address: 32nd and Oak Sts., Paso Robles, Calif. 93446. Principals have interest in KPRL(AM)-KDDB(FM) Paso Robles, Calif. Filed Sept. 22.

■ San Luis Obispo, Calif.—Clamshell Communications Inc. seeks 97.1 mhz; 25 kw; HAAT: 100 m. Address: 638 Morro Dr., Santa Maria, Calif. 93454. Principal is owned by Felix Martel, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Nathan Broadcasting seeks 97.1 mhz; 2.6 kw; HAAT: 288 m. Address: 10969 Wellworth, 124, Los Angeles 90024. Principal is owned by Nathaniel Montague, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Central Coast Broadcasting Corp. seeks 97.1 mhz; 13.2 kw; HAAT: 137 m. Address: 1035 West Main St., Santa Maria, Calif. 93454. Principal is owned by David Neumeister, Robert Martin Perez and William Vega, who have no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—F. David Lee seeks 97.1 mhz; 10.7 kw; HAAT: 149 m. Address: R.D. 4, Box 569, Apt. 1A. Oneonta, N.Y. 13820. Principal has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Lisa Ann Wayne seeks 97.1 mhz; 4.4 kw; HAAT: 240 m. Address: 404 N 5th St., San Jose, Calif. 95112. Principal has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Vista Communications Co. seeks 97.1 mhz; 13.8 kw; HAAT: 215 m. Address: P.O. Box 36D45, Los Angeles, Calif. 90036. Principal is owned by Roy S. Edwards, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Hometown Broadcasting seeks 97.1 mhz; 3.5 kw; HAAT: 269 m. Address: 4100 Vachell Lane, 93401. Principal is owned by William H. Bordeaux and Mona E. Jennings, who have no other broadcast interests. Filed Sept. 29.

■ San Luis Obispo, Calif.—Barker Communications Ltd. seeks 97.1 mhz; 900 w; HAAT: 456 m. Address: 701 Price St., Pismo Beach, Calif. 93449. Principal has no other broadcast interests. Filed Sept. 22.

■ Mt. Vernon, Ill.—CR Broadcasting Inc. seeks 102.1 mhz; 10 kw; HAAT: 157 m. Address: 175 S. Pantops Dr., Charlottesville, Va. 22901. Principal is owned by John Andrews Columbus and Dennis R. Rooker. It also owns WKWK(AM)-WEEL-FM Wheeling, W.Va., WTAO(FM) Murphysboro, Ill., WDXI(AM)-WMXX-FM Jackson, Tenn. and WMCL(AM) Mcleansboro, Ill. Filed Sept. 18.

■ Oscoda, Mich.—Thomas Ferebee seeks 95.7 mhz; 3 kw; HAAT: 100 m. Address: 3804 S. 15th St., Manitowoc, Mich. 54220. Principal has no other broadcast interests. Filed Sept. 25.

■ Greenwood, Miss.—NA&E Broadcasting Inc. seeks 101.9 mhz; 3 kw; HAAT: 88 m. Address: 1015 Russell Ave., 38930. Principal is owned by Mattie H. Evans and Linda Williams, who have no other broadcast interests. Filed Sept. 22.

■ Margate City, N.J.—Margate Communications L.P. seeks 96.1 mhz; 3 kw; HAAT: 69 m. Address: 3703 Wildor Ave., Baltimore 21207. Principal is owned by Cleo Brooks, who has no other broadcast interests. Filed Sept. 22.

■ Margate City, N.J.—Brock Broadcasting Co. seeks 96.1 mhz; 3 kw; HAAT: 101 m. Address: 15 Furler St., Totowa, N.J. 07512. Principal is owned by Richard Wellbrock, Thomas H. White and John S. Penn. It has no other broadcast interests. Filed Sept. 22.

■ Margate City, N.J.—Coastal Communications seeks 96.1 mhz; 3 kw; HAAT: 100 m. Address: 110 S. Portland Ave., Ventnor, N.J. 08406. Principal is owned by George Morgan, who has no other broadcast interests. Filed Sept. 22.

■ San Angelo, Tex.—Southwest Texas FM Partnership seeks 101.9 mhz; 100 kw; HAAT: 299 m. Address: 602 Koberline, San Angelo, Tex. 76902. Principal is owned by Douglas A. Thetford, who has no other broadcast interests. Filed Sept. 23.

■ Coalville, Utah—Gene Guthrie seeks 92.5 mhz; 330 w; HAAT: minus 42 m. Address: 11728 Casper Rd., Sandy, Utah 84092. Principal has no other broadcast interests. Filed Sept. 23.

■ Windsor, Va.—J&C Broadcasting Co. seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 1707 Winding Way, Richmond, Va. 23235. Principal is owned by Jon C. Hill and his wife, Connie. It has no other broadcast interests. Filed Sept. 25.

■ Windsor, Va.—Radio Franklin L.P. seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 2506 Vineyard St., Durham, N.C. 27707. Principal is headed by Jeffrey Hester, who has no other broadcast interests. Filed Sept. 28.

■ Windsor, Va.—American Indian Broadcast Group seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: Suite 2, Country Village Shopping Center, Smyrna, Tenn. 37167. Principal is headed by Jack Bursack, who has interest in WSVT(AM) Smyrna. Filed Sept. 28.

■ Windsor, Va.—JH Communications seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 4214 Jolor Way, Virginia Beach, Va. 23462. Principal is owned by Joseph A. Booth and Robert H. Cauthen. It has no other broadcast interests. Filed Sept. 28.

■ Windsor, Va.—Tidewater Broadcasting seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 1628C Beekman Pl. N.W., Washington 20009. Principal is owned by Joyce L. Bernstein and Harriet Kuryk. Filed Sept. 28.

TV's

■ Crystal River, Fla.—H. James Sharp seeks ch. 39; ERP 5,000 kw; HAAT: 328 m. Address: 7473 Overton Dr., Leesburg, Fla. 32748. Principal has no other broadcast interests. Filed Sept. 23.

■ Twin Falls, Idaho—Western Telecasting Co. seeks ch. 35; ERP 96 kw; HAAT: 164 m. Address: 7600 Potomac Fall Rd., McLean, Va. 22102. Principal is owned by W.L. Armstrong, who has interest in KPVI(TV) Pocatello, Idaho. Filed Sept. 22.

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.